

**PLAYER'S NAVY CUT  
MANHATTAN RESEARCH PROJECT PERFORMANCE**

	<u>1 WEEK</u>					<u>4 WEEK</u>					<u>CUME</u>
	<u>2/11</u>	<u>2/18</u>	<u>2/25</u>	<u>3/04</u>	<u>Diff Vs. Wk-Ago</u>	<u>1/21- 2/11</u>	<u>1/28- 2/18</u>	<u>2/04- 2/25</u>	<u>2/11- 3/04</u>	<u>Diff Vs. 4w-Ago</u>	<u>SINCE INTRO.</u>
<b><u>Share</u></b>											
Lights	0.71	0.49	0.41	0.57	0.16	0.71	0.63	0.54	0.54	-0.01	0.48
Full Flavor	0.51	0.40	0.40	0.56	0.17	0.66	0.55	0.45	0.47	0.02	0.49
Free Product	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Total Player's Navy Cut	1.21	0.88	0.80	1.13	0.33	1.37	1.19	0.99	1.00	0.01	0.98
<b><u>% Out of Stock</u></b>											
Lights	0	0	0	0	0	25	0	0	0	0	100
Full Flavor	0	0	0	0	0	25	0	0	0	0	60
Free Product	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Total Player's Navy Cut	0	0	0	0	0	25	0	0	0	0	60
<b><u>Pack Pricing</u></b>											
Marlboro	\$2.27	\$2.27	\$2.28	\$2.31	0.03	\$2.28	\$2.28	\$2.27	\$2.28	0.01	\$2.29
Total Player's Navy Cut	\$2.27	\$2.27	\$2.28	\$2.31	0.03	\$2.27	\$2.27	\$2.27	\$2.28	0.01	\$2.28
Basic	\$1.86	\$1.88	\$1.86	\$1.84	-0.02	\$1.94	\$1.91	\$1.86	\$1.86	0.00	\$1.95
Lowest Discount	\$1.82	\$1.78	\$1.81	\$1.76	-0.05	\$1.93	\$1.86	\$1.81	\$1.79	-0.02	\$1.92
<b><u>Inventory</u></b>											
Total Inventory	184	253	409	350	-59	233	233	265	299	34	170
Share of Inventory	1.46	1.76	2.10	1.68	-0.42	1.87	1.79	1.76	1.78	0.02	1.47
Days Supply	8.5	13.5	23.1	13.0	-10.1	11.0	11.5	14.0	14.1	0.1	12.0
<b><u>Retail Conditions</u></b>											
% Free Product	0	0	0	0	0	0	0	0	0	0	0
% Incentives	0	0	0	13	13	0	0	0	13	13	13
% Display	100	100	100	100	0	100	100	100	100	0	100
% Signage	0	25	0	0	0	0	25	25	25	0	50
% Any Causal	100	100	100	100	0	100	100	100	100	0	100

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